



## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES April 5, 2016**

1. The meeting was called to order at 11:05 AM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Michael Czarcinski and Eric Bender. Staff members present were Jeff Chodorow, Suzanne Holley and Carol Schatz.
2. The December 7, 2015 meeting minutes were reviewed. Mr. Danpour moved to approve the minutes, and Mr. Bender seconded the motion. The minutes were unanimously approved.
3. The Committee reviewed the November and December 2015 month end Financial Statements. All variances were explained to the committee's satisfaction. Mr. Bender moved to approve the Financials and Mr. Czarcinski seconded. The November and December 2015 Financials were unanimously approved.
4. The Committee reviewed a proposed 2017 assessment rate increase. It was recommended that a 5% assessment rate increase would be necessary to maintain our current operating levels. Mr. Czarcinski moved to recommend that the board approve a 5% 2017 rate increase and Mr. Bender seconded. The motion was unanimously approved.
5. There was no new business to discuss and no non-Board Property Owners were in attendance.
6. The next meeting will be scheduled TBD.
7. The meeting adjourned at 11:35 AM.



## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES June 2, 2016**

1. The meeting was called to order at 3:05 PM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Michael Czarcinski, Barbara Bundy and Eric Bender. Staff members present were Jeff Chodorow and Suzanne Holley.
2. The April 5, 2016 meeting minutes were reviewed. Mr. Bender moved to approve the minutes, and Ms. Bundy seconded the motion. The minutes were unanimously approved.
3. The Committee reviewed the January 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Ms. Bundy moved to approve the Financials and Mr. Danpour seconded. The January 2016 Financials were unanimously approved.
4. The Committee reviewed the February 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Ms. Bundy moved to approve the Financials and Mr. Bender seconded. The February 2016 Financials were unanimously approved.
5. The Committee reviewed the March 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Ms. Bundy moved to approve the Financials and Mr. Danpour seconded. The March 2016 Financials were unanimously approved.
6. There was no new business to discuss and no non-Board Property Owners were in attendance.
7. The next meeting will be scheduled TBD.
8. The meeting adjourned at 3:35 PM.

## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES August 2, 2016**

1. The meeting was called to order at 10:05 AM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Robert Cushman, Michael Czarcinski, Barbara Bundy and Eric Bender. Staff members present were Jeff Chodorow and Suzanne Holley.
2. The June 2, 2016 meeting minutes were reviewed. Ms. Bundy moved to approve the minutes, and Mr. Bender seconded the motion. The minutes were unanimously approved.
3. Jeff Chodorow presented the 2015 audit results to the Finance Committee. He reported that there were no issues with the audit and that the auditors from Green, Hasson & Janks issued an unqualified opinion on the 2015 Financial Statements. Mr. Cushman moved to approve the Audited Financial Statements and Ms. Bundy seconded. The Audited Financial Statements were unanimously recommended for Board approval.
4. The Committee reviewed the April 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Mr. Cushman moved to approve the Financials and Mr. Czarcinski seconded. The April 2016 Financials were unanimously approved.
5. The Committee reviewed the May 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Ms. Bundy moved to approve the Financials and Mr. Bender seconded. The May 2016 Financials were unanimously approved.
6. Ms. Holley noted that a coding error by Universal Protection Services will result in a year-to-date billing adjustment that would be forthcoming by the end of the week. The amount currently is not known but it will not exceed budget.
7. There was no new business to discuss and no non-Board Property Owners were in attendance.
8. The next meeting will be scheduled TBD.
9. The meeting adjourned at 10:45 AM.

## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES September 12, 2016**

1. The meeting was called to order at 11:00 AM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Robert Cushman, Michael Czarcinski, and Eric Bender. Staff members present were Carol Schatz, Suzanne Holley and Jeff Chodorow.
2. The August 2, 2016 meeting minutes were reviewed. Mr. Cushman moved to approve the minutes, and Mr. Bender seconded the motion. The minutes were unanimously approved.
3. The Committee reviewed the June 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Mr. Bender moved to approve the Financials and Mr. Czarcinski seconded. The June 2016 Financials were unanimously approved.
4. The Committee reviewed the July 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Mr. Cushman moved to approve the Financials and Mr. Czarchinski seconded. The July 2016 Financials were unanimously approved.
5. There was no new business to discuss and no non-Board Property Owners were in attendance.
6. The next meeting is scheduled for September 28.
7. The meeting adjourned at 11:30 AM.



## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES September 28, 2016**

1. Mr. Danpour called the meeting to order at 10:35 AM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Michael Czarcinski, and Eric Bender. Staff members present were Carol Schatz, Suzanne Holley and Jeff Chodorow.
2. The September 12, 2016 meeting minutes were reviewed. Mr. Czarcinski moved to approve the minutes, and Mr. Bender seconded the motion. The minutes were unanimously approved.
3. Ms. Holley presented the Proposed 2017 Strategic Plan and Budget Assumptions. After some discussion, Mr. Bender moved to increase the amount allocated for Special Projects by \$30k and to present the Proposed 2017 budget to the Board for approval. Mr. Czarcinski seconded the motion. The motion was unanimously approved.
4. New business: None.
5. Property Owner/Public Comments on Non-Agenda Items: None.
6. The next meeting is scheduled for - TBD.
7. The meeting adjourned at 11:25 AM.

## **FINANCE COMMITTEE**

**DCBID Administrative Offices  
626 Wilshire Blvd, Suite 200  
Los Angeles, CA 90017**

### **FINANCE COMMITTEE MINUTES October 26, 2016**

1. Mr. Danpour called the meeting to order at 9:35 AM. Committee members present were Sauli Danpour, Finance Committee Chairperson, Michael Czarcinski, Robert Cushman and Barbara Bundy. Staff members present were Suzanne Holley and Jeff Chodorow.
2. The September 28, 2016 meeting minutes were reviewed. Mr. Czarcinski moved to approve the minutes, and Ms. Bundy seconded the motion. The minutes were unanimously approved.
3. The Committee reviewed the August and September 2016 month end Financial Statements. All variances were explained to the committee's satisfaction. Ms. Bundy moved to approve the Financials and Mr. Czarcinski seconded. The September 2016 Financials were unanimously approved.
4. New business: None.
5. Property Owner/Public Comments on Non-Agenda Items: None.
6. The next meeting is scheduled for - TBD.
7. The meeting adjourned at 9:55 AM.



**Downtown Center Business Improvement District  
BOARD OF DIRECTORS MEETING MINUTES  
February 10, 2016**

**Board of Directors**

Barbara Bundy, Eric Bender, Alex Capriotti, Michael Czarcinski, Robert Cushman, Sauli Danpour, Clare De Briere, Simon Ha, Robert Hanasab, Steve Hathaway, Julio Morales, Veronica Perez, Peklar Pilavjian, Carol Schatz, Cari Wolk, Adele Yellin, Peter Zen

**Absent**

Barry Altshuler, Jim Bonham, Evan Grobecker, Lucy Rumantir, KC Yasmer

**Staff**

Suzanne Holley

**Guests**

Martha Saucedo (AEG), Bert Dezzutti (Brookfield)

**CALL TO ORDER**

Wolk called the meeting to order at 8:14 a.m. with a quorum.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**APPROVAL OF MINUTES**

Wolk asked for a motion to approve January 6, 2016 minutes as presented. A motion was made by Czarcinski. Bundy seconded and motion was unanimously approved.

**EXECUTIVE SESSION:** The Board members then went into Executive Session.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Schatz asked for a motion to promote Suzanne Holley to Senior Vice President and Chief Operating Office. A motion was made by Cushman. Danpour seconded and motion was approved.

**OLD BUSINESS:** None

**NEW BUSINESS:**

Schatz noted that the city had passed a \$1.9 billion homeless plan the day before. The board members asked for clarification on the city and county homeless initiatives. Schatz indicated that a summary would be prepared and forwarded.

Holley distributed copies of the Downtown Survey and Beacon Economic Impact Report. She indicated that links to electronic versions would be forthcoming and that an overview of the documents would be provided at next month's meeting.

Holley noted that Ken Nakano had resigned and that his last day would be February 12, 2016.

**NEXT MEETING:** The next meeting is scheduled for March 2, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:06 a.m.





**Downtown Center Business Improvement District**  
**BOARD OF DIRECTORS MEETING**  
April 6, 2016

**Board of Directors**

Eric Bender, Barbara Bundy, Michael Czarcinski, Robert Cushman, Sauli Danpour, Simon Ha, Steve Hathaway, Chris Park, Veronica Perez, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler, Jim Bonham, Alex Capriotti, Clare De Briere, Evan Grobecker, Robert Hanasab, Lucy Rumantir, KC Yasmer, Adele Yellin

**Staff**

Kevin Begovich, Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Henna Sherzai, Elan Shore

**Guests**

Mark Loranger & Trevor Kale, Chrysalis; Diana Yedoyan, Office of Councilmember José Huizar; Scott Meisse, Ferroconcrete; Tescia Uribe & Brianna Conforti, PATH; Jessica Lall & Kim Clerx, Metro Charter

**CALL TO ORDER**

Wolk called the meeting to order at 8:10 am with a quorum.

**REAL CHANGE METERS PRESENTATION**

Diana Yedoyan from Office of Councilmember José Huizar did a presentation on Real Change Meters, a new program to use parking meters to accept donations for homeless services. IPS has already donated 12 meters for placement in the DT area. These meters would be placed on private property and would not replace existing parking meters. The meters would accept cash and credit cards. CM Huizar would like the proceeds to go to C3, a new program launched by the city/county to provide cleanup/services support to homeless individuals in the Skidrow area.

*Yedoyan made a request for the DCBID to manage the program. After some discussion, Pilavjian made a motion to review further. Czarcinski seconded and motion was approved.*

**PATH PRESENTATION**

Brianna Conforti and Tescia Uribe, representatives of PATH (People Assisting the Homeless) gave a presentation on PATH and the services it provides to the DCBID. Since partnering with DCBID in October 2015, they have engaged 368 different individuals, transitionally housing 18 and permanently housing 4, linking 33 to DMV vouchers, and connecting 20 individuals to housing navigation. These 55 individuals included some who have been homeless for 10+ years.

**METRO CHARTER PRESENTATION**

Kim Clerx, Principal of Metro Charter Elementary School and Jessica Lall, Metro Charter Board Member gave a presentation on Metro's progress at three years and goals moving forward. Metro Charter is now in its third year and has been very successful with enrollment. 256 students are expected next school year. 70% of the students live Downtown and 30% have parents who work Downtown. Metro Charter is at capacity and is looking for a much larger facility. Having to meet certain requirements has

significantly reduced their options on suitable locations. Schatz asked Nick Griffin to work with Metro Charter to locate a suitable facility.

#### **APPROVAL OF MINUTES**

*Wolk asked for a motion to approve the March 2, 2016 minutes as presented. Bundy made a motion to approve as presented. Danpour seconded and motion was approved.*

#### **FERROCONCRETE PRESENTATION**

Scott Miesse gave a presentation on DCBID's rebrand. He unveiled the new logo design options and discussed how they were selected from color choice to how they would be used. He noted that several options had been provided to the Rebrand Committee with the goal to make DCBID more identifiable. It was decided that "DTLA" would be added to the branding. The Committee selected option A as the preferred design.

*Schatz asked for a motion to approve logo design A. Ha made a motion to approve. Czarcinski seconded and motion was approved.*

#### **ASSESSMENT INCREASE**

Holley advised that the Finance Committee met and approved recommending to the Board a 5% increase in assessments for tax year 2016-17.

*Holley asked the board for a motion to approve the 5% increase in assessments for the 2016-17 tax year. Czarcinski made a motion to approve. Danpour seconded and motion was approved.*

#### **DCBID RENEWAL UPDATE**

Holley advised that the Renewal Steering Committee meeting is scheduled for April 15.

#### **PRESIDENT'S REPORT**

##### **Schatz reported:**

- DCBID Annual Property Owner's Meeting will be held on April 14 from 7:45am – 9:30am at the LA Athletic Club.

- Event Sponsorship – Schatz followed up on an email sent by Griffin on DCBID's on event sponsorship opportunities. She noted that any support of Dog Day Afternoon, the Safety Appreciation BBQ, or the Halloween Event would be greatly appreciated.

#### **COO REPORT**

##### **Holley reported:**

- Operations Director search update- Holley noted that they are close to making an offer and should have the position filled by the next board meeting.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**NEXT MEETING:** The next meeting is scheduled for May 4, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:30 a.m.



**Downtown Center Business Improvement District**  
**BOARD OF DIRECTORS MEETING**  
August 3, 2016

**Board of Directors**

Eric Bender, Jim Bonham, Barbara Bundy, Alex Capriotti, Robert Cushman, Michael Czarcinski, Sauli Danpour, Clare De Briere, Simon Ha, Julio Morales (Alternate for Barry Altshuler), Veronica Perez, Lucy Rumantir, Carol Schatz, Cari Wolk, Adele Yellin

**Absent**

Barry Altshuler, Evan Grobecker, Steve Hathaway, Robert Hanasab, Chris Park, Peklar Pilavjian, KC Yasmer

**Staff**

Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Brian Raboin, Henna Sherzai

**CALL TO ORDER**

Wolk called the meeting to order at 8:14 am with a quorum.

Change to Board Seats: Schatz recommended Helen Simmons of Omni Hotels Los Angeles to fill a vacant board seat. She reviewed her biography and noted that she has been very supportive of the DCBID.

*Wolk asked for a motion to approve. Bundy made a motion to approve. Czarcinski seconded and motion was approved.*

**APPROVAL OF MINUTES**

*Wolk asked for a motion to approve the August 3, 2016 minutes as presented. Czarcinski made a motion to approve as presented. Bonham seconded and motion was approved with one abstention.*

**OPERATIONS REPORT**

Raboin Reported:

**Safety:**

DCBID Safety, Maintenance and P.A.T.H. teams monitored “hot spots” where complaints have been received on encampments, trash build-up and illegal activity, focusing this month on the following:

- 7<sup>th</sup> St. Corridor (Hill to Figueroa)
- 8<sup>th</sup> & Grand (Whole Foods)
- 9<sup>th</sup> & Flower St. (Ralph’s)
- 2<sup>nd</sup> St. & Grand (Lower Grand)

Numerous lights have been replaced on Lower Grand however several remain out due to issues with the fixtures. Workers replacing the lights indicated that all of these lights would be replaced with new fixtures by the end of the year. We are following up the city to confirm timing.

Safety has rolled out a 2-man foot patrol to increase presence and merchant contacts during busier times of the day on 7<sup>th</sup> St. between Olive & Figueroa, the busiest area in our district.

Events: Logistics are complete for the deployment of assets for the Grand Performances and Pershing Square Summer Events.

Training: Safety Officers were provided with the following training:

- Baton Safety
- Handcuff Procedures

**Maintenance:**

The Maintenance Team has been primarily focused on the following areas:

- Big Belly rebranding and Summer Events posters
- 7th St. Corridor
- Trash Receptacle wash down and relocation
- Lower Grand

**BID ACTION:**

The DCBID's retooled outreach direction with P.A.T.H. continues to show positive results as they continue to develop further rapport with their clients.

In June the outreach team made 32 total contacts which had never been contacted before.

Raboin recently met with the LAPD foot patrol Sergeant who encouraged the DCBID to email her with any specific issues within our district.

**DCBID RENEWAL UPDATE**

Holley reported that the management plan is being finalized and is scheduled to be submitted August 15, 2016. Holley reviewed that the Board approved a 5% assessment increase 2018. It was noted that the total revenue budgeted in the management plan will reflect this increase in addition to the funds calculated for general benefits.

**PRESIDENT'S REPORT**

Schatz thanked Lucy Rumantir and OUE for a phenomenal Skyspace opening event. Carol encouraged everyone to visit the Observation Deck and dine at the new restaurant, 71Above which has now opened. Schatz also recommended visiting the FIDM exhibit.

The Dog Day Afternoon proved to be a huge success. The event was attended by 1,600 people and 1,000 dogs; the highest attendance to date.

The DCBID Safety BBQ event will be held at B of A Plaza and Schatz thanked Brookfield for its generosity for providing the venue. In light of recent events, DCBID would like to give special recognition to law enforcement. DCBID has invited other BIDs to support the event and noted that it will have an additional \$5,000 available for contributions. Schatz asked the Board to provide any other organizations they would like considered.

Schatz and Holley gave an update on the Real Change Meter program. CD14 has asked DCBID to partner with them to manage/maintain the meters which would collect revenue to fund homeless services. Based on similar programs across the country and the funding proposed by CD14, it appears that DCBID expenses would be covered but little additional revenue would be generated. After a Board discussion, the Board asked Schatz to convey to the council office that we would like to support CD14's efforts but asked if there are other ways they could assist.

**COO REPORT**

Holley announced that the DCBID Ambassador operations had commenced at the USBT kiosk. She thanked Sherzai and her team for their efforts.

## **FINANCIALS**

Chodorow reported:

Chodorow presented April and May 2016 financials. Total year-to-date assessment revenue is favorable \$137K due to timing. Expenses are favorable \$278k primarily due to timing differences within Operations (Security personnel, tree trimming, rebranding costs for uniforms and vehicles), and Marketing for brand redesign costs and the related rollout of area maps and welcome bags and within Economic Development from the postponement of the arts and culture initiative.

*Wolk asked for a motion to approve the 2016 financials as presented. Bender made a motion to approve as presented. Danpour seconded and motion was approved.*

Chodorow presented the 2015 Audited Financial Statements. No adjustments were recorded from the internal December 2015 financials. The Auditors report noted that the bank reconciliations should be completed on a timely basis.

*Wolk asked for a motion to approve the 2015 Audited Financial Statements as presented. Danpour made a motion to approve as presented. Bonham seconded and motion was approved.*

## **MARKETING & COMMUNICATIONS REPORT**

Sherzai Reported:

### **Events**

DCBID held its 2018 Property Owners Renewal Strategy Session on June 21<sup>st</sup> at the Omni Hotel. Meeting attendees provided input on the services and terms for the renewal term and discussed best practices for disseminating information about the renewal.

Sherzai incorporated the suggestions made by De Briere and others at this meeting and presented a flyer that will be distributed to property owners. The flyer includes basic information describing the purpose of a BID and provides specifics on the DCBID's activities and accomplishments.

A greatly expanded Resident Mixer, showcasing 30 vendors, will be held on August 10 at the Gas Company Tower. There are currently 249 RSVPs. The Board suggested doing a similar event geared towards Downtown employees. Schatz suggested combining both and inviting businesses and residents.

## **ECONOMIC DEVELOPMENT REPORT**

Griffin Reported:

### **Innovate DTLA**

DCBID launched the Innovate DTLA initiative in June with a Leadership Symposium at The Gas Company Tower. The DCBID partnered with Brookings Institute which included a keynote discussion by Bruce Katz of Brookings.

Innovate DTLA will continue with a series of workshops and events over the summer, culminating in a report on Downtown's future as an "Innovation District" which is expected to be released in October 2016. Capriotti spoke very highly of the workshops and encouraged all to attend. The next workshop is scheduled for August 8, 2016.

**PROPERTY OWNER OR PUBLIC COMMENT:** Simon Ha asked the Board to support the Street Car project. EVOQ residents are opposing stating that the tracks will be on an earthquake fault and the City should not allow as it may trigger the fault. De Briere asked Holley to provide a draft letter.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**NEXT MEETING:** The next meeting is scheduled for September 14, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:30 a.m.



**Downtown Center Business Improvement District  
BOARD OF DIRECTORS MEETING**

January 6, 2016

**Board of Directors**

Barry Altshuler, Eric Bender, Jim Bonham, Alex Capriotti, Michael Czarcinski, Robert Cushman, Sauli Danpour, Clare De Briere, Evan Grobecker, Simon Ha, Robert Hanasab, Steve Hathaway, Veronica Perez, Lucy Rumantir, Carol Schatz, Cari Wolk

**Absent**

Barbara Bundy, David Damus, Peklar Pilavjian, KC Yasmer, Adele Yellin

**Staff**

Jeff Chodorow, Mike Filson, Suzanne Holley, Julia Marino, Lena Mulhall, Ken Nakano, Herman Pang, Henna Sherzai, Elan Shore

**CALL TO ORDER**

Wolk called the meeting to order at 8:12 a.m. with a quorum.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**APPROVAL OF MINUTES**

Wolk asked for a motion to approve December 9, 2015 minutes as presented. A motion was made by Altshuler. Bender seconded and motion was approved.

Wolk announced that it is being proposed that David Damus and alternate John Day be removed from the Board. Schatz noted that Damus had previously been an active member and strong supporter of the BID but his lack of attendance over the past year and John Day's indication that he would not attend board meetings in 2016 compelled her to ask to have them removed. Schatz noted that it's important to the DCBID to have active board members. Wolk asked for a motion to remove Damus as Board Member and John Day as his Alternate. Danpour made a motion. Perez seconded and motion was approved.

**BOARD SLATE ELECTION FOR 2016**

Schatz advised that this meeting is the annual meeting to elect all directors and officers of the Board. Schatz reviewed the current Executive Committee members and asked for a motion to vote in all current members as presented. A motion was made by Czarcinski. Hathaway seconded and motion was approved.

Schatz reviewed the current Board members and asked for a motion to vote in all current members as presented. A motion was made by Cushman. Czarcinski seconded and motion was approved.

**DEPARTMENT REPORTS:**

**Operations**

Nakano reported:

Updated the Board on criminal activity throughout the district  
655 S. Hope- Attempted Robbery

Safety officers have increased coverage in certain areas due to repeated calls for service from those locations regarding aggressive panhandling and transient activity:

649 W. 9<sup>th</sup> Street (Ralphs)  
700 W. 7<sup>th</sup> Street (Bottega Louie)  
508 W. 7<sup>th</sup> Street (Subway)  
500 W. 7<sup>th</sup> Street (7-11)

Nakano reviewed the October stats for Safety Officer calls. These included 1,551 calls for service, 17 LAPD assists, and 6,711 self-initiated calls/incidents. Cushman asked if crime has increased and noted that it would be helpful to have supporting data from LAPD. Holley confirmed that stats would be provided in the future.

Due to budgeted staff reductions, a new maintenance deployment schedule will be implemented effective January 2016. Previously the DCBID maintained a small crew (4 Sweepers) until 10:00 PM, 7 days per week. The new deployment will still see sweeper crews out in the field until 7:00 PM, 7 days per week.

BID Action team and PATH continue to report positive results. The results are significantly higher than BID Action team's results of two per month on average, prior to partnering with PATH.

In November, the outreach team:

- Made 170 total contacts, 79 of which had never been contacted before, including 61 Males and 18 Females
- Out of the contacts made, clients were assessed with "Special Needs" in one or more categories:
  - 4 identified as veterans
  - 15 had physical disabilities
  - 30 identified with alcohol abuse and 31 identified were substance abusers
  - 18 experience chronic health conditions
- 2 clients were linked to substance abuse treatments
- 15 clients were placed into interim housing
- 4 were connected with medical services

## **Marketing**

Sherzai reported:

"Celebrate the Holidays in Downtown LA" campaign was completed on December 31st.

The Influencer Marketing Program was completed in December. The campaign earned an estimated total of 1.8MM impressions for 16 businesses in the Central Business District.

Sherzai will complete a post-analysis of the holiday campaigns in 1-2 weeks and will provide to the board at the next meeting.

The DCBID Annual Resident Holiday Mixer took place at Barrel Down on December 16<sup>th</sup>. Nearly 100 Downtown Center residents attended to mix and mingle with their neighbors. These mixers have become very popular and shown an increase in attendance. More focus will be placed on resident mixers.



DCBID rebrand continues to move forward. The contract with Ferroconcrete has been completed. Project kick off dates have been scheduled for January 14<sup>th</sup>, February 5<sup>th</sup> and 20<sup>th</sup> with a core group of stakeholders. Sherzai has reached out to a few of the board members regarding their interest in attending the project committee. Holley invited all members to attend to provide feedback.

DCBID website is doing well and Sherzai will continue to provide ongoing content as a way to increase traffic. Wolk informed Sherzai that the parking section needs updating. Wolk will review in detail and provide Sherzai with current information.

### **Economic Development**

Schatz reported in Griffin's absence:

Downtown survey has been completed and will be presented along with Beacon's report on the economic impact of the DTLA renaissance at CCA's 2016 DTLA Market Forecast General Membership Meeting on January 21st.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**EXECUTIVE SESSION:** Schatz excused staff at 8:45 a.m. The Board members went into Executive Session. [REDACTED]

[REDACTED]

**NEXT MEETING:** The next meeting is scheduled for March 2, 2016.

**ADJOURNMENT:** The meeting was adjourned at 10:00 a.m.



**Downtown Center Business Improvement District**  
**BOARD OF DIRECTORS MEETING**  
July 13, 2016

**Board of Directors**

Eric Bender, Jim Bonham, Robert Cushman, Sauli Danpour, Clare De Briere, Evan Grobecker, Steve Hathaway, Julio Morales (Alternate for Barry Altshuler), Peklar Pilavjian, Carol Schatz, Cari Wolk, Adele Yellin

**Absent**

Barry Altshuler, Barbara Bundy, Alex Capriotti, Michael Czarcinski, Simon Ha, Robert Hanasab, Chris Park, Veronica Perez, Lucy Rumantir, KC Yasmer

**Staff**

Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Brian Raboin, Henna Sherzai, Elan Shore

**Guests**

Steve Gibson, Urban Place Consulting Group, Inc.; Jennifer Yao, MBI Media; Moshik Mah, HDR; Vincent Chio & Jeanet Owens, Metro

**CALL TO ORDER**

Wolk called the meeting to order at 8:08 am with a quorum.

**APPROVAL OF MINUTES**

*Wolk asked for a motion to approve the June 8, 2016 minutes as presented. De Briere made a motion to approve as presented. Danpour seconded and motion was approved.*

**COMMITTEE AND DEPARTMENT REPORTS**

Committee and department reports will be carried over to next meeting.

**DCBID Rebrand**

Sherzai gave a brief overview of the DCBID rebrand website showcasing the Summer in the City campaign. She encouraged all members to submit any summer events they would like showcased as well.

**DCBID RENEWAL UPDATE**

Holley reported that a property owners meeting was held on June 21 at the Omni Hotel. Staff presented district zones, boundaries, assessment rates, the renewal term and future goals. Attendees made recommendations on how to increase property owner awareness of all of the services the BID provides.

Steve Gibson presented the pros and cons of a 5 year term vs. 10 year term. Holley and Schatz asked for the board's opinion which was mixed.

*After some discussion, Wolk asked for a motion to renew for a 5 year term. Pilavjian made a motion to renew for a 5 year term. Bonham seconded. The motion failed.*

*Wolk asked for a motion to renew for a 10 year term. Hathaway made a motion to renew for a 10 year term. Danpour seconded and motion was approved.*

Holley asked if the Board had any questions regarding the Management Plan or the Special and General Benefits section of Engineer's Report. She noted that the draft Management Plan is to be submitted to the City by 8/15/16.

Holley reviewed the terms currently included in management plan:

- Boundaries - No changes
- Zone Boundaries – No changes
- Assessment Methodology – No changes
- Budget/Assessment Rate Cap
  - Annual Cap – agreed to 5%
  - 2018 increase – agreed to 5%

*Wolk asked for a motion to approve the renewal terms as included in the current Management Plan. Pilavjian made a motion to approve as presented. Danpour seconded and motion was unanimously approved.*

## **PRESIDENT'S REPORT**

DCBID's 10<sup>th</sup> Annual Dog Day Afternoon will be held tonight at 6 pm at Cathedral of Our Lady of Angels.

## **COO REPORT**

Holley reported that the lease for the kiosk at US Bank Tower has been partially executed.

## **FINANCIALS**

Chodorow presented year-to-date financials through March 2016. Total year-to-date revenue assessment is favorable \$515K due to timing. Expenses are favorable \$120k primarily due to timing differences within Marketing for brand redesign costs and the related rollout of area maps and welcome bags and within Economic Development from the postponement of the arts and culture initiative.

*Wolk asked for a motion to approve the January through March 2016 financials as presented. Yellin made a motion to approve as presented. Danpour seconded and motion was approved.*

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**NEXT MEETING:** The next meeting is scheduled for August 3, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:38 a.m.



**Downtown Center Business Improvement District  
BOARD OF DIRECTORS MEETING**

June 8, 2016

**Board of Directors**

Eric Bender, Jim Bonham, Sauli Danpour, Veronica Perez, Carol Schatz, Cari Wolk, Julio Morales  
(Alternate for Barry Altshuler)

**Absent**

Barry Altshuler, Barbara Bundy, Robert Cushman, Alex Capriotti, Michael Czarcinski, Clare De Briere,  
Evan Grobecker, Simon Ha, Robert Hanasab, Steve Hathaway, Chris Park, Peklar Pilavjian, Lucy Rumantir,  
KC Yasmer, Adele Yellin

**Staff**

Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Brian Raboin, Henna Sherzai

**Guests**

Steve Gibson, Urban Place Consulting Group, Inc.

**CALL TO ORDER**

Wolk called the meeting to order at 8:08 am without a quorum.

**APPROVAL OF MINUTES**

Approval of May 4, 2016 minutes will be carried forward to the next board meeting.

**OPERATIONS REPORT**

**Raboin Reported:**

The Safety Team has been concentrating on the following hotspots:

- 7<sup>th</sup> St. Corridor
- 9<sup>th</sup> & Flower St. (Ralph's)
- 4<sup>th</sup> St. & Flower St. Underpass
- 4<sup>th</sup> St. & Figueroa Underpass
- Bottega Louie
- 2<sup>nd</sup> St. & Grand (Lower Grand)
- 3<sup>rd</sup> St. Pedway

DCBID Safety, Maintenance and P.A.T.H. teams focused on the above mentioned "Hot spots" to improve quality of life issues. The DCBID received complaints in regards to encampments, trash build-up, illegal activity, and lighting issues on 7<sup>th</sup> Street.

Safety bike and vehicle patrols were evaluated and shifted to expedite the breakdown of encampments in the morning hours. The deployment of T3's has also been reviewed and changed to include a patrol on 7<sup>th</sup> Street at all times.

An increase in the number of lights out on 7<sup>th</sup> Street has been noted due to construction. The DCBID has been working closely with DWP to promptly address these issues.

Events: Preparations are being made for the upcoming US Bank Tower Skyspace opening block party and the Grand Performances and Pershing Square Summer Events.

Training: Safety Officers were provided with the following training:

- Baton & Bike Refresher
- CPR & First Aid Training is scheduled for June
- T3 Training is scheduled for June

Call Type	April 2016	May 2016
Calls for Service	2,081	2,129
Self-Initiated	7,720	7,696
LAFD Assists	0	0
LAPD Assists	5	2
Merchant Contacts	1,077	826
Wellness Checks	1,093	1,506
Citizen Assists	503	391
Trespassing	1,057	1,044

A continued recruiting push by UPS has resulted in 3 new hires: 2 in bike patrol and 1 in dispatch.

#### **Maintenance:**

The Maintenance Team has been focused on the following areas:

- 4<sup>th</sup> & Flower St. Underpass
- 4<sup>th</sup> & Figueroa Underpass
- 3<sup>rd</sup> St. Pedway (Graffiti)
- 333 S. Hope St.
- 5<sup>th</sup> & Hill St. (Pershing Sq)
- 7<sup>th</sup> St. Corridor
- 7<sup>th</sup> & Hope St.

Call Type	April 2016	May 2016
Trash Bags Collected	5,501	6,095
Graffiti Removed	100	70
Sidewalk Wash Downs	605	930
Abandoned Shopping Carts	23	30
Special Clean Up Requests	6	156
City Work Orders Placed	46	62

#### **BID ACTION:**

In May the P.A.T.H. outreach team:

- Made 40 total contacts which had never been contacted before.
- Out of the total contacts made, 24 clients were assessed with “Special Needs” as follows:
  - 4 identified as veterans
  - 5 Mental Illness
  - 6 Chronic Health Condition
  - 5 Physical Disability
  - 4 Victim of Domestic Violence

Out of the total contacts made, 201 were provided with assistance matching their specific needs.

October 1, 2015 to Date P.A.T.H. has:

- Completed 79 CES Assessments
- Matched 32 Clients to Housing
- Transitionally Housed 22 Clients
- Permanently Housed 4 Clients

## **MARKETING**

### **Sherzai Reported:**

#### **Advertising Campaigns & Marketing Projects**

In anticipation of the Metro Expo Phase 2 line extension, we launched a marketing campaign to attract visitors along the new Westside stations to Downtown LA. The campaign included a promotional video (that was presented) that was co-produced with the Downtown Santa Monica BID, a web page, Instagram contest, DowntownLA.com giveaways, and a street team to welcome visitors during the grand opening weekend. The video was advertising on Facebook to targeted zip codes and received 5,000+ completed views, 1,000+ likes and loves, and 385 shares.

We began planning for our annual Summer in the City marketing campaign in May. The campaign will promote outdoor event series and other Summer activities to enjoy in Downtown LA with a one-stop guide at DowntownLA.com/Summer. The campaign will go live at the end of June and run through August.

#### **DCBID Rebrand**

We began designing new materials with the new DCBID branding in May including Safe & Clean uniforms, vehicle and SolarBelly decals, and marketing materials. The new branding will also be reflected on our website and is scheduled to go live in mid/late June.

## **ECONOMIC DEVELOPMENT**

### **Griffin Reported:**

#### **ECONOMIC & MARKET REPORTS**

We produced and distributed the **Q1 2016 Market Report**. Hospitality and Retail are doing well.

#### **InnovateDTLA**

DCBID hosted a workshop on Downtown as an Innovation District, in partnership with Grid110, City Impact Lab, TechRise and Brookfield Properties. We will be hosting a leadership symposium on June 22. The initiative will culminate in the release of a report of Downtown as an Innovation District in October.

#### **DCBID RENEWAL UPDATE**

Holley reported that the last Steering Committee meeting was held on May 10. The committee reviewed district zones, boundaries, assessment rates and the renewal term and made the following recommendations to be presented to the Board:

- Boundaries - No changes other than two parcel changes
- Zone Boundaries – No changes
- Assessment Methodology – No changes
- Budget/Assessment Rate Cap
  - Annual Cap – agreed to 5%
  - 2018 increase – agreed to 5%
- Term – 10 yr vs. 5 yr

Holley and Schatz surveyed the board on their thoughts on extending the renewal term from 5 years to 10 and the proposed 2018 increase to 5%. Steve Gibson presented the pros and cons on both items. Further discussion and approval of these recommendations will be carried over to the next board meeting.

#### **PRESIDENT’S REPORT**

- Events:

- CCA’s hosting a seminar on Disaster Preparedness on June 16.
- DCBID’s 10<sup>th</sup> Annual Dog Day Afternoon will be held on July 13, 2016 at Cathedral of Our Lady of Angels.

#### **COO REPORT**

**Holley reported:**

Kiosk lease is still moving forward. DCBID will be staffing for Skyspace opening. Snoop Dog was recently added as the main performer and expected attendance has increased from 5K to 50K.

#### **FINANCIALS**

Holley presented in Chodorow’s absence. Holley gave an overview of March’s financials and noted that a year-to-date review will be presented for approval at the next board meeting.

Total revenue assessment is favorable \$515K due to timing. Total department expenditures are favorable \$118K. This is primarily due to timing differences in marketing and operations for the rebranding and timing of the arts and culture initiative under Economic Development. As of July 1, 2016, officers will receive an increase of 50 cents per hour as anticipated in the budget.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**EXECUTIVE SESSION:** Schatz excused staff. The Board members went into Executive Session. Ms. Wolk indicated that the employment agreement with Schatz had been executed.

**NEXT MEETING:** The next meeting is scheduled for July 13, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:18 a.m.



**Downtown Center Business Improvement District**  
**BOARD OF DIRECTORS MEETING**  
March 2, 2016

**Board of Directors**

Eric Bender, Jim Bonham, Barbara Bundy, Alex Capriotti, Michael Czarcinski, Robert Cushman, Sauli Danpour, Simon Ha, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler, Clare De Briere, Evan Grobecker, Robert Hanasab, Steve Hathaway, Veronica Perez, Lucy Rumantir, KC Yasmer, Adele Yellin

**Staff**

Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Henna Sherzai, Elan Shore

**CALL TO ORDER**

Wolk called the meeting to order at 8:12 am with a quorum.

Real Change Meters Presentation- Office of Councilmember José Huizar, will be carried over to a future board meeting. Holley indicated that the Councilmember's office had approached the DCBID about managing this program downtown. Wolk asked that we follow up with Baltimore on the success of its meter program.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

Change to Board Seats: Schatz recommended Chris Park- Hanjin International Corp, Los Angeles (overseeing redevelopment of Wilshire Grand complex) to fill a vacant board seat and recommended Lisa Gritzner- Cerrell Associates to represent him as an alternate on the board.

Wolk asked for a motion to approve. A motion was made by Bundy. Danpour seconded and motion was approved.

**PRESIDENT'S REPORT**

**Schatz reported:**

- DCBID will be hosting a farewell breakfast for Captain Michael Oreb on March 8, 2016.
- DCBID Annual Property Owners meeting on April 14 at 7:45 am.
- A proposed assessment increase for the 2016/2017 tax year will be discussed at the next Finance Committee meeting. Holley advised that a letter to the City notifying them of Board approval of the assessment increase needs to be submitted by June 2016. The increase must therefore be approved by the May board meeting.



Schatz advised that there may be a Homelessness & Poverty Committee hearing on 56.11 prior to the next DCBID board meeting. Schatz said that a notification would be sent to the board when the date is confirmed.

Schatz noted that the ordinance as proposed includes a provision that a violation only exists if a person refuses to remove a tent and obstructs removal. The Public Works committee approved an alternative to this whereby a violation exists if a person refuses to remove a tent or obstructs removal. She noted that the LAPD supports the “or” alternative. Schatz asked for a motion to support the “or” version of this provision. A motion was made by Cushman. Pilavjian seconded and motion was approved with two abstentions (Danpour & Capriotti).

#### **DCBID RENEWAL UPDATE:**

Holley updated the board on the BID renewal. Holley advised that a Steering Committee for the renewal needed to be appointed and a list of proposed members had been distributed for review.

The DCBID has engaged Steve Gibson of Urban Place Consulting to oversee the renewal process.

Holley reviewed the renewal timeline with the board.

Pilavjian requested an analysis of percentage allocation of resources.

#### **DEPARTMENT REPORTS:**

##### **Operations**

Holley reported during vacancy of Operations Director position:

The DCBID sponsored the 2<sup>nd</sup> Annual Night on Broadway event that took place on January 30, 2016. As part of the sponsorship, 10 safety officers and support staff were provided for additional security presence for the event’s main stage located at 3<sup>rd</sup> and Broadway.

BID Action team and PATH continue to report positive results. In December the outreach team made 72 total new contacts. Since its start in October, they have made contact with 322 different individuals, transitionally housing 16 and permanently housing 4. PATH has completed 33 CES assessments and has connected 20 individuals to housing navigation.

##### **Economic Development**

Griffin reported:

Griffin gave a presentation on the Beacon Economics report: The Downtown Los Angeles Renaissance Economic Impacts and Trends, comparing the relative growth between downtown and all of Los Angeles. He also reviewed key findings from the 2015 Downtown Los Angeles Survey Report.

##### **Marketing**

Sherzai reported:

DCBID rebrand kick off occurred on January 14, 2016 with a group of stakeholders, which included some of the DCBID board members. It was proposed to the board that “DTLA”, which is gaining recognition as a description of Downtown LA, be incorporated into the new branding. The board was supportive.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**EXECUTIVE SESSION:** Schatz excused staff. The Board members went into Executive Session for approval of minutes. A motion was made by Bundy to approve the February 10, 2016 minutes as presented. Danpour seconded and motion was unanimously approved.

**NEXT MEETING:** The next meeting is scheduled for April 6, 2016.

**ADJOURNMENT:** The meeting was adjourned at 10:00 a.m.



**Downtown Center Business Improvement District  
BOARD OF DIRECTORS MEETING  
October 5, 2016**

**Board of Directors**

Barry Altshuler, Barbara Bundy, Alex Capriotti, Robert Cushman, Michael Czarcinski, Sauli Danpour, Simon Ha, Steve Hathaway, Robert Hanasab, Veronica Perez, Carol Schatz, Helen Simmons, Cari Wolk

**Absent**

Eric Bender, Jim Bonham, Clare De Briere, Evan Grobecker, Chris Park, Peklar Pilavjian, Lucy Rumantir, KC Yasmer, Adele Yellin

**Staff**

Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Henna Sherzai, Elan Shore

**Guests**

Kathleen Miller (Ratkovich)

**CALL TO ORDER**

In the absence of Wolk, Danpour called the meeting to order at 8:10 am with a quorum.

**APPROVAL OF MINUTES**

*Danpour asked for a motion to approve the September 14, 2016 minutes as presented. Czarcinski made a motion to approve as presented. Bundy seconded and motion was approved.*

Ciclaviva was not in attendance and no presentation was made.

Schatz asked the Directors to present their 2017 budget goals/objectives.

**OPERATIONS**

In Raboin's absence, Holley reviewed the goals of the Operations Department:

1. Develop and maintain a strong partnership with stakeholders, residents, visitors of DTLA with enhanced customer service training
2. Sustain a high standard for maintenance services: Tree trimming and expanding on sidewalk cleaning services
3. Improve homeless outreach: Continue partnership with PATH in assisting with homeless outreach within the District

**ECONOMIC DEVELOPMENT**

Griffin reviewed the goals of the Economic Development Department:

Promote growth in four key sectors (Office, Residential, Arts & Culture, Retail) under a unified messaging platform of Innovate DTLA:

1. Communication – Marketing DTLA and DCBIDs programs and services

2. Content – Develop reports and briefs and respond to requests from public
3. Convening – Create events and programs to support marketing goals
4. Consulting – Recruit and support new business and investment in DTLA

## **MARKETING AND COMMUNICATION**

Sherzai reviewed the goals of the Marketing Department:

Grow the DCBID's position as the leading resource for information and promoting a positive image of DTLA to existing and potential residents, workers, visitors and investors:

1. Increase engagement with the growing residential population: Hosting onsite building events, presentations by DCBID staff (i.e., how to stay safe) and other events and programs
2. Implement a robust new office tenant outreach program: Welcome to the neighborhood packages, lunch n learns, DCBID information packets
3. Enhance downtownla.com content and Ambassador program: Additional support by adding part-time social media person with focus on digital media, and adding an additional Ambassador to increase awareness of the information kiosk as a resource for visitors
4. Promote DTLA as an emerging Innovation District to attract office and residential tenants: Develop video series showcasing DTLA creative tech companies, hyper-targeted PR, microsite, PR-worthy events and activations

## **ADMINISTRATION**

Holley reviewed the goals of the Administration Department:

Continue to ensure that organizational goals are met and resources are maximized.

1. Renewal Plan: Complete two year renewal process which commenced in 2016
2. Enhance property owner database: Review and expand database capabilities to identify and streamline communication to property owners
3. Implement Technology: Implement electronic document management system
4. Training: Continue to cross-train staff and provide third party training resources to enhance technology skills

### **Capital Expenditures 2017**

- Safety Truck (including modifications) - \$30,000
- Maintenance Heavy Duty Truck (including modifications) - \$35,000

### **Additional Budget Comments:**

Total 2017 revenue of \$6.2MM reflected a 5% assessment increase as approved by the board earlier in the year. Schatz noted that 2017 total expenses of 6.5MM are higher than 2016 reforecast by \$444K primarily due to minimum wage increase, and 2017 expenses will exceed revenue by \$224K, which will be funded by the reserve.

*Schatz asked for a motion to approve the 2017 proposed budget as presented. Hathaway made a motion to approve as presented. Czarcinski seconded and motion was approved.*

## **DCBID RENEWAL UPDATE**

Schatz noted that Urban Place Consulting is expecting a few minor edits from the City and renewal petitions may be ready to send out in the coming week.

## **PRESIDENT'S REPORT**

Schatz announced that Clare De Briere has requested that Kathleen Miller represent Ratkovich as an alternate on the board. Schatz reviewed her biography and asked for a motion to approve.

*Czarcinski made a motion to approve. Capriotti seconded and motion was approved.*

**Legislative Updates:** Schatz noted that DCBID, in partnership with CCA, have been working on several initiatives that are expected on the November 2016 or March 2017 ballots.

Measure HHH - This initiative will be on the November 8th ballot. Measure HHH is the City's Housing and Homelessness General Obligation Bond, which will provide up to \$1.2B for permanent supportive housing, affordable housing and facilities for homeless individuals like temporary shelters and storage.

Supervisor Ridley-Thomas Homelessness Issue: CCA recently brought together several members with Supervisor Mark Ridley-Thomas to discuss the impacts of homelessness in DTLA. Members shared stories about their interactions with homeless individuals from trying to handle a mentally ill person in a hotel lobby to adopting a child who was living in Skid Row. There is an effort to create an ongoing source of revenue and Supervisor Ridley-Thomas is considering a 1/4 cent sales tax increase for the March 2017 ballot. This would generate approximately \$355 million per year and would be dedicated to homeless services.

Measure JJJ – This initiative will be on the November 8<sup>th</sup> ballot. It would impose some of the nation's most demanding affordable housing and wage mandates on privately-funded development. If it passes it will drive up rental costs; make homes more unaffordable for first-time buyers; add delays and red tape to the construction of needed housing; and increase construction costs.

Street Vending – The Coalition to Save Small Business has been successful in delaying action on this initiative and currently no action is anticipated in the near term.

### **Events:**

- DCBID Public Safety Appreciation BBQ on Thursday, September 15 at B of A Plaza raised \$10K which will be given to the Sheriff's Youth Foundation and the Los Angeles Police Memorial Fund.
- DCBID Annual Halloween event on October 31 at FIDM. Schatz encouraged all to attend.
- Holley noted that Carol's Farewell Party will be held on October 15 at the Orpheum Theatre.
- Councilmember Huizar will be honoring Carol on October 28 at City Council. Schatz invited all to attend.

**DEPARTMENT REPORTS:** Due to time constraints, department reports will be carried over to next board meeting.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** Wolk announced that the City has allowed parking companies to drop their parking bonds as long as the parking facilities accept credit cards. Wolk is unsure if this will be effective as of July 2017 or as early as January.

**NEXT MEETING:** The next meeting is scheduled for November 2, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:36 a.m.



**Downtown Center Business Improvement District  
BOARD OF DIRECTORS MEETING**

September 14, 2016

**Board of Directors**

Barry Altshuler, Alex Capriotti, Robert Cushman, Michael Czarcinski, Sauli Danpour, Clare De Briere, Simon Ha, Chris Park, Carol Schatz, Cari Wolk

**Absent**

Eric Bender, Jim Bonham, Barbara Bundy, Evan Grobecker, Steve Hathaway, Robert Hanasab, Veronica Perez, Peklar Pilavjian, Lucy Rumantir, KC Yasmer, Adele Yellin

**Staff**

Jeff Chodorow, Mike Filson, Nick Griffin, Suzanne Holley, Julia Marino, Lena Mulhall, Brian Raboin, Henna Sherzai, Elan Shore

**Guests**

Annie Nuttall and Nate Nussbaum, California Hospital Medical Center; Kathleen Miller, Ratkovich Company

**CALL TO ORDER**

Wolk called the meeting to order at 8:11 am with a quorum.

**HEART OF THE CITY 5K RUN**

Nate Nussbaum gave a presentation on the 2017 Heart of the City 5K run and encouraged everyone to show their support. De Briere announced there are 12 vacant seats on the Executive Advisory Committee and invited all members of the Board to participate.

**APPROVAL OF MINUTES**

*Wolk asked for a motion to approve the August 3, 2016 minutes as presented. De Briere made a motion to approve as presented. Czarcinski seconded and motion was approved.*

**FINANCIALS**

Chodorow reported:

Chodorow presented June and July 2016 financials. Total year-to-date assessment revenue is favorable \$255K due to timing. Expenses are favorable \$248k primarily due to timing differences within Operations (Security personnel and rebranding costs for uniforms and vehicles), and Marketing for brand redesign costs and the related rollout of area maps and welcome bags and within Economic Development from the postponement of the arts and culture initiative.

*Wolk asked for a motion to approve the June and July 2016 financials as presented. Danpour made a motion to approve as presented. Cushman seconded and motion was approved.*

### **DCBID RENEWAL UPDATE**

Holley reported that the management plan was finalized and submitted to the City in August. As of yesterday, Urban Place Consulting indicated that the City has suggested a few minor revisions and that we may get one or two more rounds of revisions before there is something to review.

The initial renewal letter asking all property owners to confirm contact information was sent at the end of August. The initial response has been good - comparable to what was received in total for the previous renewal.

### **PRESIDENT'S REPORT**

Schatz noted that she and DCBID Directors had attended the recent IDA conference in Atlanta. She appreciates attending this annual conference as it allows her and staff to see how far the BID has come.

**Legislative Updates:** Schatz noted that DCBID, in partnership with CCA, has been successful in delaying action on Street Vending and no action is anticipated in the near term.

Schatz reported that LAPD Captain Leslie asked the DCBID if property owners would consider posting posters regarding panhandling and alternate ways to support those in need on the windows of ground floor retail space. After a discussion, the Board confirmed that it was supportive of raising the level of awareness and asked that staff suggest messaging that could be used in alternative locations such as elevator Captivate screens or within property mailrooms.

**Events:** DCBID Public Safety Appreciation BBQ on Thursday, September 15 at B of A Plaza: This year DCBID invited other BIDs to participate and collectively raised \$24,500. \$5,000 of that will be given to the Sheriff's Youth Foundation and \$5,000 will be given to the Los Angeles Police Memorial Fund.

Schatz congratulated The Broad on its one year anniversary. Alex Capriotti indicated that the first year attendance was expected to reach 800,000. Original projections were that it would be 300,000.

Schatz asked Marketing to give an update on the status of signage for the new DCBID kiosk. Sherzai advised that signage is being provided by OUE and will be completed in the next couple of weeks.

### **COO REPORT**

Holley advised that the PATH contract ends on September 30<sup>th</sup> and that PATH presented their accomplishments to date at the Operations Committee meeting of August 30<sup>th</sup>. At that time the Committee voted to recommend that the Board continue the contract for a period of one year. The contract provides that costs will remain the same for the first year of renewal. Currently \$15K in flexible funds are included. PATH has indicated that it would be helpful to have additional flexible funds to assist with getting individuals into housing. The Committee recommended increasing those funds to \$30K.

*Holley asked for a motion to approve renewing the PATH contract for one year and increasing the flexible funding to \$30K. Czarcinski made a motion to approve. Ha seconded and motion was approved.*

Holley noted that, at the request of the Finance Committee, PATH would present to the Board after one year in operation and again prior to the next contract renewal.



The Operations Committee also discussed the forecasted savings in contracted security for 2016 and was supportive in recommending to the Board that the surplus be used to replace an aging water truck.

*Holley asked for a motion to approve reallocating funds to purchase a new water truck. De Briere made a motion to approve. Danpour seconded and motion was approved.*

Holley reviewed the Innovate DTLA Budget Reallocation memo in the Board package. The Economic Development is proposing reallocating funds currently budgeted for arts and culture, retail and residential initiatives towards engaging an agency, commencing September 2016, to develop a marketing program that will serve all market sectors including office. The team, along with selected Board members and stakeholders, interviewed four marketing agencies and selected AVG.

*Holley asked for a motion to approve reallocating funds from those budgeted for arts and culture, retail and residential to a contract with AVG. De Briere made a motion to reallocate funds as presented. Danpour seconded and motion was approved.*

## **OPERATIONS REPORT**

Raboin Reported:

The Project Safety Manager position has been filled by Jorge Castro from UPS (now Allied/Universal).

### **Safety:**

DCBID Safety and Maintenance teams monitored “hot spots” where complaints have been received focusing this month on the following:

- 9<sup>th</sup> St. & Flower St. (Ralph’s)
- 2<sup>nd</sup> St. & Grand Ave. (Lower Grand)
- 4<sup>th</sup> St. & Hope St. Underpass
- 4<sup>th</sup> St. & Flower St. Underpass

Safety responded to almost 10,000 calls for service in each July and August and merchant contacts are up.

**Events:** Public Safety Appreciation BBQ logistics have been completed and the Safety/Maintenance teams have been briefed and are ready for the event.

**Training:** The Maintenance team received customer service training, which included role playing. The team was universal in their positive assessment of the training.

### **Maintenance:**

- Trash bags collected for the month of August was 5,298
- Graffiti removed was 71
- Sidewalk wash downs 886

### **BID ACTION:**

The DCBID’s outreach direction with P.A.T.H. continues to show positive results.

In August the outreach team made 21 total contacts which had never been contacted before. Out of the total contacts made, 16 were provided with assistance matching their specific needs.

Since October 1, 2015 to August 31, 2016, 174 CES Assessments have been completed.

## **MARKETING & COMMUNICATIONS REPORT**

Sherzai Reported:

Sherzai announced that Marketing won a merit award at the IDA conference for the Metro Expo campaign.

The Summer in the City campaign has been completed. The focus on this campaign was on digital traffic to the new website. With the campaign completed, results were over 21K page views, 250 likes and over 40 shares on Facebook.

### **Events**

Sherzai showed a brief video of the rebranded Resident Mixer which was held on August 10 at the Gas Company Tower. Over 200 people attended the event and showcased 30 vendors.

In August, the agency review process to create a marketing plan for Innovate DTLA initiative was completed. Board members and other stakeholders were invited to review the potential agency partners. After interviewing several agencies, the team selected AVG.

## **ECONOMIC DEVELOPMENT REPORT**

Griffin Reported:

### **Innovate DTLA**

Following the successful launch of the Innovate DTLA initiative in June, we conducted a series of five workshops in July and August, bringing together Downtown Stakeholders to discuss critical elements of Downtown's evolution as an "Innovation District."

Another workshop is being held on October 7 in conjunction with DT2040 at the Bradbury Building. The workshop will focus on policies and programs that are related to innovation.

**PROPERTY OWNER OR PUBLIC COMMENT:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**NEXT MEETING:** The next meeting is scheduled for October 5, 2016.

**ADJOURNMENT:** The meeting was adjourned at 9:36 a.m.



**Downtown Center Business Improvement District**

**EXECUTIVE SESSION of the EXECUTIVE COMMITTEE  
of the BOARD OF DIRECTORS MEETING MINUTES  
February 5, 2016**

**Executive Committee Members Present**

Eric Bender, Robert Cushman, Sauli Danpour, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler

**Staff**

Suzanne Holley

**Guests:**

None

**CALL TO ORDER:** Ms. Wolk called the meeting to order at 1:30 PM.

**EXECUTIVE SESSION:**

**APPROVAL OF MINUTES:** On a motion made by Mr. Bender, seconded by Mr. Danpour, the Committee unanimously approved the minutes for the Executive Committee meeting of December 7, 2015.

**PERSONNEL MATTERS:**

**DCBID / CCA SERVICE AGREEMENTS:** Ms. Holley presented the Services Agreements between CCA and the DCBID for renewal ratification. On a motion made by Mr. Pilavjian, seconded by Mr. Bender, the Committee unanimously approved to ratify the renewal of the Services Agreements between CCA and the DCBID.

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**ADJOURNMENT**

The Executive Committee meeting was adjourned at 2:15 PM.



**Downtown Center Business Improvement District**

**EXECUTIVE SESSION of the EXECUTIVE COMMITTEE  
of the BOARD OF DIRECTORS MEETING MINUTES  
April 6, 2016**

**Executive Committee Members Present**

Eric Bender, Robert Cushman, Sauli Danpour, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler

**Staff**

Suzanne Holley

**Guests:**

None

**CALL TO ORDER:** Ms. Wolk called the meeting to order at 9:35 AM.

**EXECUTIVE SESSION:**

**APPROVAL OF MINUTES:** On a motion made by Mr. Pilavjian, seconded by Mr. Bender, the Committee unanimously approved the minutes for the Executive Committee meeting of February 5, 2016.

**PERSONNEL MATTERS:**

[REDACTED]

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**ADJOURNMENT**

The Executive Committee meeting was adjourned at 9:45 AM.



**Downtown Center Business Improvement District**

**EXECUTIVE SESSION of the EXECUTIVE COMMITTEE  
of the BOARD OF DIRECTORS MEETING MINUTES  
May 26, 2016**

**Executive Committee Members Present**

Eric Bender, Sauli Danpour, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler, Robert Cushman

**Staff**

None

**Guests:**

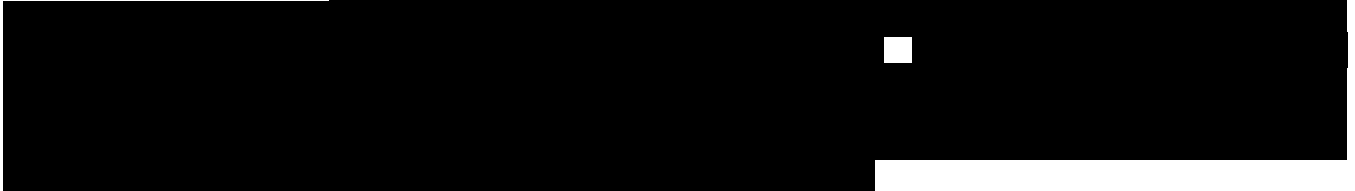
Martha Doty

**CALL TO ORDER:** Ms. Wolk called the meeting to order at 8:00 AM.

**EXECUTIVE SESSION:**

**APPROVAL OF MINUTES:** On a motion made by Mr. Bender, seconded by Ms. Wolk, the Committee unanimously approved the minutes for the Executive Committee meeting of April 6, 2016.

**PERSONNEL MATTERS:**



**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**ADJOURNMENT**

The Executive Committee meeting was adjourned at 9:15 AM.



**Downtown Center Business Improvement District**

**EXECUTIVE SESSION of the EXECUTIVE COMMITTEE  
of the BOARD OF DIRECTORS MEETING MINUTES  
June 8, 2016**

**Executive Committee Members Present**

Eric Bender, Sauli Danpour, Peklar Pilavjian, Carol Schatz, Cari Wolk

**Absent**

Barry Altshuler, Robert Cushman

**Staff**

Suzanne Holley

**Guests:**

None

**CALL TO ORDER:** Ms. Wolk called the meeting to order at 7:33 AM.

**EXECUTIVE SESSION:**

**APPROVAL OF MINUTES:** On a motion made by Mr. Pilavjian, seconded by Mr. Bender, the Committee unanimously approved the minutes for the Executive Committee meeting of May 26, 2016.

**PERSONNEL MATTERS:**

[REDACTED]

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**ADJOURNMENT**

The Executive Committee meeting was adjourned at 9:15 AM.